



Become a member of the Perth Hills Armadale Visitor Centre and grow your business with us!



Perth Hills Armadale



Membership Prospectus

2018





Pop-up Promotions



Its Springtime at Araluen Pop-up, 15,670 visitors to our marquee

What is Perth Hills Armadale Visitor Centre?

Perth Hills Armadale Visitor Centre is pro-active in capitalising on growth opportunities now and in the future for tourism. We work closely with local industry, regional and state tourism bodies to create and deliver opportunities for your business to grow and prosper. Our memberships have been designed with this in mind and we are continually improving services.

The Perth Hills Armadale Visitor Centre is an integral stakeholder in growing the tourism industry in the Armadale Perth hills region. It plays a key role in creating a memorable holiday experience, helping potential visitors choose where to stay and what to do to create this experience and tell others about it.

Our commitment to delivering best practise services is evident in the Level 1 accreditation. Staffed and managed with highly qualified professional and friendly people that actively represent your business every day.

What can membership do for your business?

Research continues to show that the visitor centre is often the first port of call before the visitor arrives at your business. We offer your business the greatest benefit through your membership.

In 2018 the centre serviced 35,371 walk-in visitors. Recorded 20,000 online page hits to the website.

The digital strategy was a key focus in 2017. One campaign in partnership with So Perth - Armadale campaign content has been seen by 1.5 million

people across social media and the So Media Group website network and has attracted nearly 40,000 unique views to sponsored articles on SoPerth.com.au

As a member your business receives direct exposure to these visitors and viewers.

The Perth Hills Armadale Visitor Centre:

- Provides accurate, local and regional information delivered with excellent professional customer service.
- Pro-actively promotes and markets the southeast Perth hills region of Perth and the City of Armadale as a tourism destination of choice.
- Engages and works alongside Experience Perth marketing body, Tourism Western Australia and the Australian Tourism Data Warehouse through our Tourism Industry Council WA accreditation and BookEasy portal.

The Perth Hills Armadale Visitor Centre has excelled in raising the profile of our region through these awards and accreditations:

- 2017 Perth Airport West Australian Tourism Award-Local Government in Tourism - **Bronze Winner**
- 2017 Perth Airport Western Australian Tourism Awards - **Finalist**
- 2015 China Ready Accreditation
- 2012 Perth Airport Western Australian Tourism Awards - **Bronze Winner**
- Current - Level 1 Accreditation WA Tourism Industry Council

Perth Hills Armadale



Industry networking events

Sessions will be held at various venues on a quarterly basis throughout the year. Alerts will be distributed in our new industry e-news, so be sure to subscribe and check your inbox.

Specialised workshops and industry training

Find out more about Tourism accreditation with Tourism Council WA.

How to list your business on the Australian Tourism Data Warehouse.

Connecting with Tourism WA and providing them with relevant content online or in newsletters.

Familiarisation Visit

Book an inspection and meet with staff to ensure your business meets the requirements to be part of staff and volunteer familiarisation programs, or an industry or media familiarisation program.

Then the staff will contact you and discuss the opportunity.

- Free of Charge
- Cost to be confirmed
- Sliver and Brochure Options Page 3

Your Benefits	Gold \$295 per annum \$5.55 per week	Silver \$145 per annum \$2.80 per week	Brochure Rack \$87 per annum \$1.60 per week
Brochure Display	●	●	●
E-newsletter database	●	●	●
Business referral	●	●	●
Website Promotion	●	●	●
E-newsletter profile	●	●	●
Online bookings - BookEasy	●	●	●
BookEasy training	●	●	●
Social Media Promotions	●	●	●
Pop-up Promotions	●	●	●
Industry networking events quarterly	●	●	●
Specialised workshops and industry training	●	●	●
Perth Hills Armadale Visitor Maps and Publications	●	●	●

● Included in Membership ● Cost to be confirmed ● Not included in Membership

Brochure Display

Members are guaranteed brochure display in the Visitor Centre (DL, A4 or A5 in size) and business specials. Member brochures are also represented at regular pop-up events attended by visitor centre staff throughout the year, such as Araluen's Springtime Festival, the Perth Hills Festival and the Kelmscott Show.

E-Newsletter Database/Profile

The perfect way to reach target markets, promote events and specials. Members receive regular, free profiles in our consumer newsletter (1845 subscribers) published bi-monthly. In 2018 an industry specific newsletter will be launched, sending relevant news, updates and tourism information direct to your inbox.

Regional Visitor Guide and Publications

The essential planning tool designed to provide locals, visitors and potential visitors with comprehensive understanding of what experiences a holiday or short stay in the Perth Hills Armadale offers. 25,000 copies are printed and distributed at key industry shows, 101 Visitor Centres throughout WA and online. An interactive online version is downloadable on visitarmadale.com. Members are encouraged to display the Regional Guide at their business to help us get our brand message out to market. Priority advertising is offered to

members as well as content promotion in relevant sections of the guide. Hello Perth Cooperative advertising with industry. This publication has the greatest reach for inbound tourists in Perth. Located at the domestic and international airports and at over 200 distribution points in Western Australia.

Website Promotion

The pre-travel destination website www.visitarmadale.com.au is now search engine optimised and ranking in the top seven places for searches of Armadale as at January 2017 (source: google analytics). The site features member's products and services such as accommodation, attractions, experiences, tours, retail businesses, places to eat, things to do, top tips, e-news and information.

Digital Strategy – What we did?

2017 was a busy year for digital strategy. Engaging a host of experts to put Best Practise in place for on our online presence and benefit our members. Starting with an entire audit overhaul of the destination website with BONFIRE over a 12 month period. Tactics were then implemented including creation of content keywords and a stronger social media engagement plan. Social Media Strategist CoffeyandTea/SMPPerth was instrumental in providing leads for Perth's best influencers, bloggers and content creators. See some examples under Latest News visitarmadale.com

We used sponsored advertising and paid distribution channels on travel, lifestyle sites like SoPerth.com, Perth Happening and went for gold on our Instagram was activated for the first time.

Producing promotional video enabled us to activate our YouTube channel which will have a stronger focus coming into 2018.

Members have the opportunity to participate with us on initiatives. Look out for emails from tourism officers when campaigns are being planned in the new industry e-news direct to your mailbox.

Social Media Promotions

Members are included in social media promotions when they provide us with relevant content on special events, deals, promotions and general good stories.

Facebook @PerthHillsArmadale increased of page likes from 1,284 to 3,366. Instagram @PerthHillsArmadale has a following of 456.

We own our google business listing and Tripadvisor accounts and are actively populating our Google+ accounts to integrate our online presence.

Social media is not a trend that is going away and we are serious about continually improving our social media footprint. Be part of the story with us and become a member to learn more about how to, what to and when to.

Tourism and Hospitality injected **\$78M** into the Armadale region's economy year end 2015-16, a 10% increase of **\$7.3M** on the previous period

(Source: <https://economy.id.com.au/armadale/tourism-value>)



Become a member today!

Join us to form strong partnerships and be part of our cooperative marketing campaigns to raise your business profile.

Perth Hills Armadale Visitor Centre
 40 Jull Street, Armadale WA 6112
 (08) 9394 5410
visitorcentre@armadale.wa.gov.au

How to become a Member

New Members

1. Contact Perth Hills Armadale Visitor Centre on visitorcentre@armadale.wa.gov.au or call 08 9394 5410.
2. Book a site inspection with staff to discuss the insurance, accreditation or other information.
3. Complete and submit the member form with web listing information.
4. Register a time for staff to visit your business.

Existing members

Complete any updated information and receive invoice for payment.

How else can the Perth Hills Armadale Visitor Centre support your business growth?

Arrange to meet with our staff and discuss your needs in marketing your business, product development and industry opportunities. Let us help you grow your business.



Suzy
 Tourism Coordinator
 0439 968 202

- Business Planning
- Tourism and Industry Development
- Marketing-Destination Management
- Website and Publications
- Digital Strategy



Barbara
 Visitor Centre Coordinator
 08 9394 5414

- Visitor Centre Operations and Development
- BookEasy Online Bookings
- Ticketing
- Area Promotion and Campaigns



Laura
 Tourism Officer
 08 9394 5410

- Industry Membership
- Social Media and Content Writer
- Travel and Itinerary Planner



Jordyn
 Tourism Officer
 08 9394 5410

- Customer Service and Database Administration
- Brochure Management
- Merchandise and Sales
- Social Media and Content Writer



@perthhillsarmadale

Perth Hills Armadale Visitor Centre Membership Application Form 2018

Please complete this form and email to visitorcentre@armadale.wa.gov.au by 30 April 2018 with the Business Documentation required as pdf's. **Please note:** To complete this form online you must have a version of Acrobat Reader v11 or later installed. You can download the latest version of Acrobat Reader [here](#).

Registered Business Name		
Business Address		
Primary Contact Name	Phone:	
	Fax:	Mobile:
Contact number for bookings		
Website		
Email - Public/General Correspondence		
Email - AVC Management Correspondence		
Accounts contact	Phone:	Fax:
ABN		
Is your business Tourism Council WA accredited?	<input type="checkbox"/> Yes <input type="checkbox"/> No	Tourism Accreditation #:

Business Documentation: Please provide relevant current copies of the following:

i.e. If your business is an accommodation - Provide: Registration of Business Name & Certificate of Currency (Public Liability Insurance) in PDF file format.

- Copy of current Certificate of Currency (Public Liability Insurance)
- Copies of your current brochure or business card
- Additional business information e.g. prices/rates, room details & facilities

Tax Invoice This document will be a tax invoice when you make payment.

Level of Membership <input type="checkbox"/> Gold Membership \$295 (incl GST) <input type="checkbox"/> Silver Membership \$145 (incl GST) <input type="checkbox"/> Brochure Rack Membership \$87 (incl GST)	City of Armadale ABN: 79 863 269 538 Perth Hills Armadale Visitor Centre 40 Jull Street, Armadale WA 6112 Phone: 08 9394 5410 Fax: 08 9497 4510 Email: visitorcentre@armadale.wa.gov.au
Payment Method	
<input type="checkbox"/> Direct Debit City of Armadale Municipal Fund BSB: 036032 Account Number: 000018 Quote 'Membership fees – Visitor Centre'	<input type="checkbox"/> Cheque Please make all cheques payable to the 'City of Armadale' Mail to: 40 Jull Street, Armadale WA 6112

Thank you for your commitment to tourism in our region